**CITY OF WIXOM**
**DOWNTOWN DEVELOPMENT AUTHORITY**
**SPECIAL MEETING – BUDGET SESSION**
**49045 PONTIAC TRAIL**
**WEDNESDAY, MARCH 20, 2024**
**6:00 p.m.**

This meeting of the Wixom Downtown Development Authority came to order at 6:06 p.m. with the following individuals in attendance:

**DDA MEMBERS:** Chairperson Jessica Buck; Carissa Osburn, Vice Chairperson; Board Members: Kaitie Guzowski; Russ Meredith; Vanessa Willett

**ABSENT:** Excused: Garmo; Hartman; Payment; Mayor Beagle

**STAFF:** DDA Staff: Laura Cloutier, DDA Executive Director
City Staff: Drew Benson, Assistant City Manager & Director of Economic Development
Mona Freiburger, Recording Secretary

**Determination of Quorum:**

Quorum was met.

**Reading of Vision and Mission Statement:**

Mission Statement: The Mission of the Wixom DDA is to coordinate the efforts of businesses and residents to promote the growth of the downtown area for the community's benefit.

Vision Statement: The Wixom Downtown Development Authority is to provide a friendly, welcoming downtown which will enhance and honor our history while promoting cultural, business, and recreational opportunity that attract businesses and residents.

**Approval of Agenda:**

None

**Public Comments:**

None

**Approval of Minutes:**

Approved 4/24/2024

None

**Correspondence:**

None

**Executive Director Report:**

None

**Old Business:**

None

**New Business:**

A. **FY 24/25 Budget Session**

The proposed budget (included in packet) was developed with the help of City Staff and proposes a series of suggested new line items to better highlight activities carried out by the DDA individually. To help the discussion, City Staff provided general explanations for each line item. The budget session is for discussion and review purposes, only. No action items are required or will take place at this Special Meeting of the DDA.

Executive Director Cloutier noted some highlights that were added:

Downtown Enhancements (in blue) consists of miscellaneous expenses for downtown enhancement such as purchasing additional skeletons, etc., Downtown Art of $30,000.00; there was an oversight for Downtown Art to carry into 25/26 and 26/27 fiscal years; MSOC Collaboration with neighboring Main Street communities. We are looking to market our district together, possibly doing events together with transportation in between communities.

Assistant City Manager Benson commented this version is the working model (included in packet) which is easier to discuss. At the bottom, there are lines highlighted in certain colors. Assistant City Manager Benson and Executive Director Cloutier went through the projects that are included in each of those areas which are most noteworthy. There are minor adjustments to some events.

Executive Director Cloutier continued with the highlights of the budget: Junction Social District, $5,000.00 to maintain cups and signage, reimbursements for new businesses for their first year of their social district permits.

Assistant City Manager Benson spoke regarding Special Studies and Services. The Board approved a budget amendment up to $108,900. The reason for that number is special studies

Approved 4/24/2024

funds were carried forward from fiscal year 22/23 to this year. Ultimately, all the funds will not be needed, but to give some room.

The Renton RFQ, the scope of the original project approved by the Board is done. There is more work going on, but we don't anticipate specific expenses coming back to the DDA.

West End Commons and the Chambers engineering, the Board approved the funds this year. The expenses will be split between fiscal year 23/24 and 24/25 because it is anticipated the whole project will carry across. The same amount will probably be spent, the dollars will be split 50/50. There is $30,000 allocated for Branding, Logo, Signage Study (the DDA's portion), which will be completed this fiscal year.

Board Member Guzowski commented she was impressed with Guide Studios for the Branding, Logo, Signage Study. Their presentations have been A+ in her opinion. Board Member Guzowski stated she was proud to be a part of this project, very excited and happy to share, if anyone had any questions.

Assistant City Manager Benson indicated there will be $20,000.00 a year in the budget, as needed work, with Guide Studios. In Capital Contribution Projects line item in purple, there is a line item for downtown signage.

Chairperson Buck commented for marketing and branding, we need to spend more and utilize the monies for exposure.

Board Member Willett indicated the Trail is an interest level to market future developers for the Renton property. Trail advertisement monies should be included in the budget, if not already. Assistant City Manager Benson indicated there is a lot of flexibility in this current fiscal year. Anything that is not spent in the budget, rolls down to fund balance. Only certain things have to go to City Council, in general, it is straightforward.

Assistant City Manager Benson recommended $100,000.00 on the signage for fiscal year 24/25 and $100,000.00 for 25/26. This will set up to do a series of installations in the summer of 2025. We are recommending to City Council for the City to budget $200,000.00 per year for four years. The City has a much larger area. The downtown signage implementation will be on the DDA to budget and pay for it.

The West End Commons area, it is recommended in this budget for fiscal year 24/25 to carry forward $320,000.00. This will more than cover our match for the federal grant that we have been awarded from Representative Haley Stevens' office. This would probably allow an implementation of the new downtown brand as part of the West End Commons Area. This is one of the key highlights with Guide Studios when talking about impact signage. There are a couple of impact signage areas around the community that Guide Studios is recommending to us.

Approved 4/24/2024

Assistant City Manager Benson indicated the other key item is the repayment to the city sidewalk (Klebba sidewalk) will continue and those payments end after fiscal year 25/26. Year three, we are recommending a budget of $400,000.00 for the Chambers to Pontiac Trail sidewalk. We will have the engineering done this year and continue to pursue grant funding.

Assistant City Manager Benson pointed out the revenue side in year three, there is a decrease from $1.5 million to $1.3 million. The reason for the decrease is when the City additional operating millage would roll off. If the additional operating millage rolls off, the City's revenue falls off, then the DDA's revenue falls off, as well, to a certain degree. This will be on the millage ballot in November.

The last thing is the very bottom line, the fund balance, we anticipate the DDA will end this fiscal year with about $300,000.00 in fund balance, which is approximately less than a quarter of the total revenues for the year of $1.33 million. Next fiscal year, the budget will go down to a fund balance of $53,000.00. The DDA would be spending more than you bring in. We view that as a healthy over expense; that's why you save up money to be able to do things. There are limits to how far that can go.

There are potential projects in the future, which are not included in the numbers revenues.

The City's master plan is due for an update in 2025. It should be reviewed every five years. The Planning Commission has expressed to the City that they would like to dive deeper in the planning for downtown. The DDA plan expires at the end of fiscal year 2029. The Board should plan to update the plan and extend it a year or so before that, so that the project that will start in 24/25 leads itself into updating the DDA Tiff plan. The DDA bond expires fiscal year 2027.

Assistant City Manager Benson commented there is going to be a decent size planning effort kicking off next year. The Planning Commission has rezoned as part of their work last year. We anticipate residential development at some medium to high density. The problem today is that no one wants to build commercial. There is no interest in commercial.

Assistant City Manager Benson stated he was excited about what we can get into next year with the master plan updates.

Assistant City Manager Benson commented Executive Director Cloutier and himself looked at the project planning sheet that was worked on in the fall and attempted to address as many of those as they could. The one area that was not discussed is the Loop. Executive Director Cloutier indicated City Manager Brown asked Parks and Recreation Director Magee to include that in her budget.

Board Member Meredith commented the Loop needs permanent lighting.

Approved 4/24/2024

There was a discussion regarding the playground and play structure area behind the library. Assistant City Manager Benson indicated the full $250,000.00 will be spent this year. Board Member Willett inquired why the playground was not under capital projects. Assistant City Manager Benson stated as far as he knows, there is not any specific plans to make additional upgrades there. Board Member Willet indicated she thought long term, the Design Committee discussed with the Board, the long term build out was going to be closer to a million dollars. Assistant City Manager Benson stated that is not the plan thus far.

**Information:**

**A. Downtown Business News/Events**

- **2024: May 4th: Wixom Derby Day Races at 8:00 a.m.**
- **2024: May 4th: Derby Day After Party & Mayfest @ DTBC**
- **2024: June 6th – August 22nd: Summer Concerts/Family Fun Nights**
- **2024: June 27th: Lite the Night Fireworks**
- **2024: September 21: Downtown Block Party: 3:00 – 8 p.m.**

**Public Comments:**

None

**Executive Director's Comments:**

None

**Board Members' Comments:**

None

**Adjournment:**

This meeting of the Wixom Downtown Development Authority was motioned and adjourned at 7:35 p.m.

Mona Freiburger
Recording Secretary

Approved 4/24/2024